



SUSTAINABLE PRACTICES IN A GREEN HOTEL

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ABSTRACT

This study aimed to determine the level of sustainable practices in a green hotel located in a third-class city in Negros Island Region during the calendar years 2025–2026. Specifically, it aimed to assess sustainable practices in terms of waste management, energy conservation, the use of organic and eco-friendly products, and water conservation, as well as to examine whether significant differences exist when respondents are grouped by age, sex, and position. The study employed a descriptive research design. The respondents consisted of hotel employees and guests selected through convenience and random sampling techniques. A researcher-made questionnaire was used as the primary data-gathering instrument, which underwent validity and reliability testing. The data were analyzed using appropriate analytical schemes and statistical tools, including frequency, percentage, mean, and the Mann–Whitney U test. Findings revealed that the level of sustainable practices in the green hotel was rated at a very high level across all areas, indicating strong implementation of environmentally responsible initiatives. The results further showed that there was no significant difference in the level of sustainable practices when respondents were grouped by age, sex, and position. Based on these findings, it is recommended that the hotel continuously strengthen and sustain its existing green practices through regular staff training, enhanced guest awareness programs, and continuous monitoring to ensure long-term environmental sustainability and improved guest satisfaction. This study suggest improved communication and awareness to support Green Hotel's sustainability efforts through consistent implementation and better use of eco-friendly technologies.

KEYWORDS: Sustainable practices; green hotel, waste management, energy conservation, organic and eco-friendly products, water conservation

BACKGROUND OF THE STUDY

Not every journey looks the same anymore - people now chase moments that stick. As priorities shift, hotels cannot ignore eco-friendly choices without risking a loss of guest trust, and staying cozy and reliable matters just as much as lowering environmental impact. Many guests now seek accommodations that allow them to feel closer to nature, which has given rise to the concept of “green” or “eco-hotels”—often referred to as “Ecotels” today. These establishments not only focus on guest satisfaction but also emphasize protecting and preserving the environment. Nature itself offers the purest form of hospitality, and through sustainable innovations, hotels can bring that essence into their operations (Dani et al., 2021).

According to Dani et al. (2021), there are countless ways this can be achieved, harnessing renewable energy such as solar or wind power, recycling greywater, sourcing locally grown organic food, offering natural toiletries, adopting energy-efficient lighting, reducing waste with biodegradable systems, using natural ventilation, and installing water-saving technologies. When combined, these practices form a forward-thinking model of hospitality that allows guests to enjoy the beauty of nature while knowing their stay supports sustainability.

This contributes to Sustainable Development Goal (SDG) 11, Sustainable Cities and Communities, which helps hotel business owners improve their quality of life.

of service and preserve environmental friendliness, not just for the hotel but also for the local people surrounding the hotel establishments. Moreover, this study supports SDG 12: Responsible Consumption and Production. A hotel reduces its environmental impact by operating on solar or wind energy instead of fossil fuels. Power comes from above, waste flows below - handled by systems that break down naturally. Showers feed gardens later, thanks to clever reuse of used water. Lights sip electricity, designed to need less. Air moves freely through open spaces, cooled naturally without the need for machines. Meals arrive from nearby farms, which are raised without the use of harsh chemicals. Soap and shampoo sit in dispensers made for skin, not plastic bottles. Every choice adds up, quietly shrinking what gets thrown away. Efficiency grows where care is built into each detail.

Awareness of the environmental impact of the hospitality sector is growing, while travelers are increasingly interested in eco-friendly options. With this in mind, the researchers decided to carry out the study. Hotels consume huge volumes of water, energy, and various other resources; therefore, they can either exacerbate environmental problems or become sustainability champions. Green hotels, which already highlight natural and health-conscious living, present a good opportunity to explore how eco-friendly practices can be strengthened to benefit both the environment and the guest experience. This study is driven by the



idea that sustainable hospitality can inspire wider changes in the industry and contribute to global efforts toward a more sustainable future.

STATEMENT OF THE PROBLEM

This study aimed to determine the level of sustainable practices in green hotels in a 3rd class city in Negros Island Region during the calendar year 2025-2026. Specifically, this study sought to determine the level of sustainable practices in a green hotel in the areas of Waste Management, Energy Conservation, Organic and Eco-Friendly Products, and Water Conservation. Moreover, it aimed to determine whether or not significant difference appears in the level of sustainable practices in a green hotel when grouped and compared according to identified profile variables.

THEORETICAL FRAMEWORK

This study theorizes that analyzing sustainable practices in green hotels provides a comprehensive understanding and open access to practical sustainability, which can improve the sustainable practices of hotels and their employees. The study was guided by Rogers' (1995) Diffusion of Innovation Theory, which offers a helpful perspective for understanding the introduction, acceptance, and adoption of sustainable practices in green hotels.

The theory states that diffusion refers to the process by which a new idea or innovation spreads among people within a social group, utilizing various channels of communication over time. According to Rogers (1995), uncertainty refers to the extent to which people perceive multiple possible outcomes of an event and the likelihood of each one occurring. He described the Diffusion of Innovations (DOI) as a process that helps reduce this uncertainty, with specific characteristics of innovations playing an essential role in easing doubts by providing more knowledge and information. Lastly, as stated by the authors Li et al. (2025), the DOI theory explained how new ideas are adopted and incorporated within society, and it continues to serve as a key framework in the study of innovation.

The Diffusion of Innovation can be applied in Green Hotels that implement sustainable practices, such as energy conservation systems, waste reduction programs, organic food sourcing, and the use of environmentally safe cleaning products. Sustainable practices can improve the customer's perspective by promoting sustainable hotels with positive outcomes.

Studying sustainable practices in a green hotel, the DOI Theory is applicable since it examines how new ideas, behaviors, or technologies are implemented and adopted within a society. Here, innovation refers to the hotel's environmentally friendly initiatives, including waste sorting, energy efficiency, water management, and the promotion of organic products. Using DOI enables the study to examine how eco-friendly practices are introduced, the speed and effectiveness of their adoption, and the factors that either support or hinder their acceptance.

LITERATURE REVIEW

As Ozturkoglu et al. (2019), introduced a framework that connects sustainable practices—such as eco-friendly building designs, waste minimization, and energy efficiency—with improvements in customer satisfaction and overall business performance. Sustainability encompasses more than just environmental protection; it also involves practical ways to enhance a hotel's image, attract eco-conscious visitors, and reduce operational costs.

Hospitality companies are increasingly adopting environmental measures as their customers become more environmentally aware. In 2024, Pacheco and his team analyzed comments on TripAdvisor from green-certified hotels to determine how often guests mentioned the green initiatives they liked (Day, 2025). Recognizing its significant environmental, social, and financial implications, the hotel industry is increasingly emphasizing sustainability (Dizon et al., 2025).

As revealed by Brunato (2023), sustainability is the primary goal of Moalboal Eco Lodge. The dedication is evident in the use of eco-friendly products, effective resource management, community support, and the encouragement of eco-friendly events aimed at reducing their environmental footprint.

Hotels have a significant impact on the environment because they consume large amounts of water and energy while generating substantial waste. Growing concern from stakeholders has increased the demand for eco-friendly hotels, yet only a few companies have adopted environmental management as a competitive advantage (Padilla, 2012).

METHODOLOGY

This study employed a descriptive research which is suitable for this study as it enables the presentation of factual information and sound analysis, while also allowing researchers to gather and examine the diverse opinions of respondents to gain a deeper understanding of the research topic.

The respondents in the study consisted of 30 Hotel employees and 70 guests from a third-class city in Negros Occidental. Convenient sampling and random sampling techniques was employed to collect the necessary data.

The researchers gathered the necessary data for this study by creating researcher-made survey questionnaires which had undergone validity testing obtaining the result of 4.81, and reliability testing with the result of 0.9, both interpreted as excellent.

Ethical Consideration

To address ethical concerns, the researchers first obtained informed consent from all respondents. Participation in the study were entirely voluntary. The respondents were informed that they can withdraw at any time if they feel uncomfortable. The researchers explained the purpose of collecting information and



how it will be used. All participants were assured that their responses will remain confidential. No information that could reveal their identity would be released or published without their explicit consent. Measures were taken to maintain the anonymity

and confidentiality of all participants throughout the study. Identifying information were strictly protected and only accessible to individuals directly involved in the research.

RESULTS AND DISCUSSION

Descriptive analysis of the level of sustainable practices in a green hotel in terms of Waste Management, Energy Conservation, Organic and Eco-Friendly Products, and Water Conservation

Table 1

Level of sustainable practices in a green hotel in terms of Waste Management

Items	Mean	SD	Interpretation
1. Waste reduction at source	4.88	0.409	Very High Level
2. Waste segregation	4.87	0.418	Very High Level
3. Recycling Program	4.88	0.383	Very High Level
4. Composting Organic Waste	4.89	0.345	Very High Level
5. Food Waste Minimization	4.88	0.356	Very High Level
6. Reuse and Recycling	4.89	0.345	Very High Level
7. Eliminating self-use plastic	4.85	0.458	Very High Level
8. Refillable and Reusable amenities	4.87	0.418	Very High Level
9. Partnering with Sustainable Supplies	4.85	0.479	Very High Level
10. Educating staff and guests on the importance of reducing waste generation.	4.83	0.493	Very High Level
Overall Mean	4.87	0.359	Very High Level

The level of eco-friendly practices in a green hotel, in terms of Waste Management, shows an overall mean of 4.87, interpreted as a very high level. This indicates that the hotel is implementing effective waste management practices. Among all the items, the highest means 4.89 for composting organic waste, reuse, and recycling, interpreted as a very high level. This means that composting and recycling are effective in maintaining the sustainability that the guest agrees to in these practices. The lowest mean recorded was for "Educating staff and guests on the importance of reducing waste generation," with a mean of 4.83.

The very high scores across all waste management practices show that the organic hotel is doing an excellent job in managing and reducing its waste. Hotel is consistent in its practices, including reducing waste at the source, proper segregation, recycling, composting, reusing materials, and minimizing the use of single-

use plastics. This means that the hotel's efforts toward sustainability are not only working but are also appreciated by the people who stay there. These actions help the hotel protect the environment, keep guests satisfied, and enhance its reputation as an eco-friendly destination. The data suggest that the hotel needs to continue and improve its waste management practices to ensure long-term sustainability. These positive results enable the hotel to differentiate itself from its competitors, reduce operating costs, and inspire other hotels to adopt similar green practices.

According to Preziosi et al. (2022), guests view green practices, such as recycling and reuse, as an essential part of a hotel's overall service quality. The researchers explained that these eco-friendly features often serve as "excitement attributes," meaning that when implemented effectively, they pleasantly surprise guests and help set the hotel apart from others.

Table 2

Level of sustainable practices in a green hotel in terms of Energy Conservation

Items	Mean	SD	Interpretation
1. Raising awareness about saving energy.	4.82	0.411	Very High Level
2. Using energy-efficient lighting.	4.84	0.443	Very High Level
3. Maintaining air-conditioning units.	4.87	0.367	Very High Level
4. Maximizing natural light.	4.86	0.403	Very High Level
5. Using motion sensors, key cards, and timers for lighting.	4.81	0.443	Very High Level
6. Using energy-saving appliances.	4.86	0.377	Very High Level
7. Encouraging participation in energy-saving programs.	4.81	0.465	Very High Level
8. Using renewable energy sources, such as solar panels, in its operations.	4.83	0.428	Very High Level
9. Monitoring electricity use.	4.88	0.356	Very High Level
10. Recognizing energy-saving efforts.	4.87	0.418	Very High Level
Overall Mean	4.85	0.347	Very High Level



The result in Table 2 shows the overall mean of 4.85, interpreted as a very high level. The results indicate that hotel employees are practicing energy conservation, which could help minimize energy costs. The highest mean, interpreted as 4.88, suggests that monitoring electricity use is the most effective way to reduce the hotel's energy costs. The lowest mean of 4.81 indicates that hotel employees encourage their guests to practice energy conservation. The lowest mean score, both rated 4.81, is the use of automated lighting systems, such as motion sensors, timers, and key cards, as well as the hotel's efforts to encourage participation in energy-saving programs. Even though these scores are still *relatively high*, the minor decrease from other scores could mean these areas are not always applied or noticed by visitors and workers.

This implies that consistently high mean scores across all energy-conservation items indicate that the green hotel is highly dedicated to reducing its overall energy use. The hotel guests

value what the hotel is doing, such as using energy-saving lights, maximizing the use of natural light, maintaining air conditioners in good condition, and utilizing energy from renewable sources like solar power. These initiatives demonstrate that the hotel is committed to responsible energy use and incorporating conservation into its daily operations. As a result, the hotel not only reduces its environmental impact but also encourages visitors to think more positively about its commitment to sustainability, which helps establish a positive and eco-friendly image.

Findings conform with Adeel et al. (2024), found that the implementation of technologies has a positive impact on guests' "pro-environmental behavior," with this effect being mediated by "sustainable intelligence." In other words, when hotels adopt green systems, such as energy-efficient solutions and renewable energy, visitors are more likely to engage in eco-friendly practices themselves.

Table 3

Level of sustainable practices in a green hotel in terms of Organic and Eco-Friendly Products

Items	Mean	SD	Interpretation
1. Using eco-friendly cleaning products	4.87	0.393	Very High Level
2. Providing guests with organic or natural bath and toiletry products.	4.85	0.386	Very High Level
3. Sourcing supplies from sustainable local providers.	4.87	0.367	Very High Level
4. Using refillable containers.	4.91	0.321	Very High Level
5. Offering organic or locally sourced food.	4.89	0.345	Very High Level
6. Minimizing plastic packaging.	4.91	0.351	Very High Level
7. Using eco-friendly furnishings and materials.	4.91	0.321	Very High Level
8. Promoting certified green products.	4.88	0.409	Very High Level
9. Encouraging guests and staff to support the use of eco-friendly products.	4.90	0.333	Very High Level
10. Monitoring and improving its use of organic and sustainable materials.	4.88	0.383	Very High Level
Overall Mean	4.89	0.312	Very High Level

The result in Table 3 showed an overall mean of 4.89, interpreted as a very high level. The results indicated that the hotel had prioritized the use of organic products, which could reduce plastic use. The highest interpreted mean of 4.91 indicated that using refillable containers and minimizing plastic use had a positive impact on guests, inspiring them to adopt the same practices. Meanwhile, the lowest mean of 4.85 stated that providing guests with organic or natural bath toiletries was slightly inconsistent; however, despite being the lowest mean, it was still interpreted as a very high level, showing that the hotel had been practicing and providing this service extremely well.

The hotel received a very high rating of 4.89. It is clear that people genuinely care about the planet, so using products that are organic and environmentally friendly is just part of our everyday routine. When guests and our own team consistently notice these efforts, it demonstrates that what humans are doing truly helps everyone understand and appreciate being kinder to the environment.

Moreover, since the hotel scores well for sourcing local and organic products and promoting certified green products, it demonstrates that it truly supports responsible suppliers and contributes to the local economy. Even for the organic bath and toiletry products, which still meet high standards, it is clear that the hotel consistently and seriously tries to use products sustainably. Taken together, these factors suggest that the hotel enhances how guests feel and what they trust. It also sets a good example, encouraging staff and visitors to consider the environment. This strengthens the hotel's place as a leader in green hospitality.

As supported by a hospitality guide, many green hotels now utilize refillable dispensers for shampoo, conditioner, and soap, replacing single-use plastic bottles. This move significantly reduces plastic waste and provides visitors with a pleasant, spa-like experience (AdamGreen, 2025).



Table 4

Level of sustainable practices in a green hotel in terms of Water Conservation

Items	Mean	SD	Interpretation
1. Promoting water-saving awareness.	4.89	0.345	Very High Level
2. Installing low-flow faucets and showers	4.90	0.362	Very High Level
3. Repairing leaks promptly.	4.86	0.403	Very High Level
4. Using recycled or treated water for landscaping.	4.91	0.321	Very High Level
5. Encouraging towel and linen reuse.	4.90	0.333	Very High Level
6. Posting reminders about water use.	4.87	0.367	Very High Level
7. Training staff on water-saving practices.	4.88	0.327	Very High Level
8. Monitoring water use.	4.88	0.327	Very High Level
9. Using drought-resistant or native plants.	4.90	0.333	Very High Level
10. Reviewing and improving water-saving measures.	4.89	0.373	Very High Level
Overall Mean	4.89	0.309	Very High Level

The results shown in Table 4 indicate that organic hotels prioritize water conservation at a very high level, with an overall mean score of 4.89. This reflects the hotel's strong commitment to reducing water usage and its consistent efforts to adopt sustainable practices in its daily operations. Some of the most highly rated practices include the use of recycled or treated water for landscaping (4.91), the installation of low-flow faucets and showers (4.90), and promoting the reuse of towels and linens among guests (4.90). These strategies are commonly highlighted in sustainability research as practical ways for hotels to save water without compromising the comfort and experience of their guests.

The hotel's very high level of water-conservation practices has significant benefits for both the environment and the hotel's operational efficiency. Water conservation, smart devices, prompt leak repairs, and water reuse are just a few of the ways the hotel reduces its water consumption. That is not to mention the resulting low water bills, especially in areas with a scarcity of water or where it is expensive. The hotel achieves a great deal by reminding guests to conserve water and training its staff; hence, it becomes part of a community of environmental care, an attribute that many travelers nowadays highly value. Additionally,

such actions demonstrate that the hotel is promoting its image as a pioneer of environmentally friendly hospitality and is showing others the path to sustainability certification. Ultimately, the results underscore the importance of continuous monitoring and ongoing adjustments to ensure that water-saving measures remain compatible with technological advancements and evolving guest expectations.

In support, Gabarda-Mallorquí et al. (2024) stated that many hotels are now employing cost-effective, non-invasive, and less disruptive methods to conserve water across all areas of their operations. These include reusing water, such as reclaimed or greywater, and installing efficient fixtures. The review highlights that these approaches are some of the most widely used and effective ways for hotels to conserve water.

Comparative analysis of the level of sustainable eco-friendly practices in a green hotel in terms of Waste Management, Energy Conservation, Organic and Eco-Friendly Products, and Water Conservation, when grouped and compared according to Age, Sex, and position

Table 5

Difference in the level of sustainable eco-friendly practices in a green hotel in terms of Waste Management when grouped and compared according to variables

Variable	Category	N	Mean Rank	Mann-Whitney U	p-value	Sig. level	Interpretation
Age	Younger	48	50.22	1234.500	0.896	0.05	Not Significant
	Older	52	50.76				
Sex	Male	47	47.04	1083.000	0.115		Not Significant
	Female	53	53.57				
Position	Employee	30	51.22	999.500	0.594		Not Significant
	Guest	70	48.82				

The data in Table5 demonstrate that there is no statistically significant difference in the level of sustainable eco-friendly waste management practices among respondents when categorized by age, sex, or position. The results suggest that the

hotel's waste-management plans are well-communicated and effectively implemented across all groups, regardless of demographic profiles. This similarity on assessment demonstrates how the hotel has helped foster a welcoming green culture, where



both workers and guests participate in waste management efforts. It also suggests that current rules, staff learning, and ways of communicating are effective and reliably reaching those they are intended to reach.

The study of Julião et. al. (2025) survey hotel employees and guests about their thoughts on various green features hotels offer, such as how they handle waste, conserve water, and utilize refillable bathroom items. The study revealed that staff and guests

often prioritize different aspects of being green. However, what is interesting is that factors such as age, gender, or educational background did not significantly impact how they perceived or valued these green efforts. This supports the survey's findings, demonstrating that when implemented effectively, green initiatives can be adopted by a wide range of individuals.

Table 6

Difference in the level of sustainable practices in a green hotel in terms of Energy Conservation when grouped and compared according to variables

according to variables							
Variable	Category	N	Mean Rank	Mann-Whitney U	p-value	Sig. level	Interpretation
Age	Younger	48	47.66	1111.500	0.209	0.05	Not Significant
	Older	52	53.13				
Sex	Male	47	46.67	1065.500	0.097		Not Significant
	Female	53	53.90				
Position	Employee	30	52.34	921.500	0.197		Not Significant
	Guest	70	46.22				

The table's findings reveal how different groups at the green hotel, categorized by age, sex, and position, compare in terms of their energy-saving and eco-friendly practices. According to the Mann-Whitney U test, there is no statistically significant difference among these groups. Since all the p-values are above 0.05, the results indicate that the level of participation in energy conservation is generally similar across all categories.

The findings suggest that factors such as age, sex, and whether a person is a guest or an employee do not significantly influence how individuals engage in energy-saving practices within the hotel. This implies that designing interventions based on these demographic or role-based differences may not be particularly effective. Instead, it implies that a broader, hotel-wide strategy, one that strengthens policies, provides consistent training, and raises awareness for everyone, may better support sustainable energy conservation.

Table 7

Difference in the level of sustainable practices in a green hotel in terms of Organic and Eco-Friendly Products when grouped and compared according to variables

Variable	Category	N	Mean Rank	Mann-Whitney U	p-value	Sig. level	Interpretation
Age	Younger	48	49.05	1178.500	0.492	0.05	Not Significant
	Older	52	51.84				
Sex	Male	47	47.20	1090.500	0.125		Not Significant
	Female	53	53.42				
Position	Employee	30	51.68	967.500	0.374		Not Significant
	Guest	70	47.75				

The findings in Table 9 indicate that there are no significant differences between groups based on age, sex, or role in terms of their use of organic and eco-friendly products at the hotel. Since all the p-values exceed the 0.05 threshold, it means that younger and older guests, men and women, as well as employees and visitors, generally show similar levels of participation with these sustainable products.

It appears that factors such as age, gender, or whether one is a guest or a staff member at the hotel do not significantly influence people's interest in organic and eco-friendly products. This lack

of noticeable difference suggests that the choice to use organic and eco-friendly items is consistent across all groups. The hotel's consistent sustainability policies and product choices may explain this. These practices become familiar to and easily used by all guests. Additionally, increased general awareness and concern about the environment lead people from different backgrounds to share similar views on eco-friendly items. Close average scores among groups support the idea that support for and use of green products are pretty similar across the board.



Supporting study researchers asked both hotel guests and staff to rate the importance of various environmentally friendly features in hotels, including energy-saving initiatives, water conservation measures, linen reuse programs, and the use of recycled materials.

In the analysis of responses comparing different age groups, genders, and staff versus customers, it was observed that most green practices did not exhibit any significant difference in the way they were perceived (Julio et al., 2025).

Table 10

Difference in the level of sustainable practices in an organic hotel in terms of Water Conservation when grouped and compared according to variables

Variable	Category	N	Mean Rank	Mann-Whitney U	p-value	Sig. level	Interpretation
Age	Younger	48	49.75	1212.000	0.704	0.05	Not Significant
	Older	52	51.19				
Sex	Male	47	48.39	1146.500	0.296		Not Significant
	Female	53	52.37				
Position	Employee	30	50.97	1017.000	0.704		Not Significant
	Guest	70	49.40				

The data presented in Table 10 indicate that there are no significant differences in sustainable water conservation practices among different groups categorized by age, sex, and position within the green hotel. All p-values exceed the 0.05 threshold, indicating that younger and older individuals, males and females, as well as employees and guests, tend to exhibit similar behaviors regarding water conservation.

This lack of significant variation suggests that water-saving practices may be uniformly adopted or valued across these groups. Hotel's water conservation measures are consistently implemented and clearly communicated to all individuals, making it easier for everyone to participate regardless of their demographic or role. Likewise, awareness about water conservation is generally high among both guests and staff, resulting in comparable levels of engagement in water conservation.

CONCLUSIONS

Green Hotel has a robust system in place for implementing sustainability. Consistently high average scores indicate that the hotel is committed to environmental protection and effectively incorporates these practices into its daily operations. Visitors and staff are aware that the hotel prioritizes waste management, resource conservation, and the use of environmentally safe materials. Although the hotel excels in actual waste-reduction activities, the guidance, reminders, and educational efforts supporting these practices may not always reach everyone effectively. The use of automated lighting systems, such as motion sensors, key-card controls, and timers, and the promotion of participation in energy-saving programs, resulted in the lowest usage. This indicates that some areas of the hotel may not be fully equipped with these technologies, or that efforts to raise awareness among guests and staff may not always be emphasized or visible. Similarly, in the area of organic and eco-friendly products, the provision of organic or natural bath toiletries received the lowest rating, hinting at occasional inconsistencies in availability or presentation compared to other eco-friendly

items, such as refillable containers or sustainable furnishings. In water conservation, prompt repair of leaks showed the lowest score, suggesting that specific maintenance issues may not always be addressed immediately or may sometimes go unnoticed. Overall, these lowest mean scores reveal that while the hotel performs exceptionally well across all sustainability areas, there are opportunities to enhance communication, ensure more consistent implementation, and increase awareness among both guests and staff. By focusing on these areas, the hotel can further strengthen its environmental initiatives and maintain its position as a leader in sustainable hospitality practices. Green Hotel should enhance the consistency and effectiveness of its sustainability initiatives by improving communication, visibility, and awareness while ensuring timely maintenance and wider adoption of energy-, water-, and eco-friendly technologies among staff and guests. This study calls for enhanced communication, consistent implementation, and increased awareness initiatives to complement Green Hotel's strong sustainability practices, supported by timely maintenance and broader adoption of energy-, water-, and eco-friendly technologies among staff and guests.

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